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NEWS



HAND MADE: Scenic World's David Hammon ponders a koala mask with Kelly Heylen from BMEE in a gumnut hat and Deanne Palmer in her frilled-neck lizard mask.

Mtns Made spreads its retail wings

DEANNE Palmer's Australia-themed masks, hats and puppets are about to be given massive international exposure with Scenic World selecting her works - and that of 13 other locals - to add to its retail stock.

"It's a big opportunity. It's certainly a better long-term option," said the Katoomba-based artisan, who briefly occupied a pop-up shop but mostly sells her hand-made wares online.

Ms Palmer is one of a handful of locals whose work

is being promoted under the "Mtns Made" banner. Mtns Made is an initiative of Blue Mountains Economic Enterprise aimed at promoting the wealth of talent in the Mountains.

BMEE recently organised a showing of the works to Scenic World's buyers, who were looking to expand their locally-made merchandise.

Joint managing director, David Hammon, said the company was committed to supporting local enterprises.

"We are delighted to

expand our retail offering of locally made products, showcasing the work of 14 local artisans to more than 850,000 tourists who visit every year."

BMEE CEO, Jacqueline Brinkman, said it showed the value of the Mtns Made campaign.

"Creating a brand such as Mtns Made for the whole industry to market themselves under is leading to tangible, commercial outcomes," she said.

- JENNIE CURTIN